GAU 2736 #2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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TC 2700 MAIL ROOM

APPLICANTS: Nyhan et al. ATTY DOCKET NO.:DYN-P-99-001

SERIAL NO.: 09/349,650 GROUP ART UNIT: 2736

FILING DATE: July 8, 1999 EXAMINER: Unassigned

TITLE: "SYSTEM AND METHOD FOR EVALUATING AND/OR MONITORING EFFECTIVENESS OF ON-LINE ADVERTISING"

INFORMATION DISCLOSURE STATEMENT TRANSMITTAL LETTER

OIPE
MAR 0 8 2000
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JC35

ASST. COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231

S I R:

Submitted herewith is an Information Disclosure Statement for consideration in the above-identified application. This Information Disclosure Statement is submitted.

__X__ Within 3 months (1) of filing date of a national application; (2) of date of entry of the national stage as set forth in 37 CFR §1.491 in an international application; or (3) before the mailing date of a first Office Action on the merits, whichever occurs last. (No fee is required.)

_____ After the mailing date of a first Office Action but before (1) mailing of a final action under 37 CFR §1.113; or (2) mailing of a notice of allowance under §1.311, whichever occurs first.

_____ Payment for the fee set forth in 37 CFR §1.17(p) accompanies this submission; or

_____ The certification specified in 37 CFR §1.97(e) is made below. (No fee is required.)

_____ After the mailing of (1) a final action under 37 CFR §1.113; or (2) a notice of allowance under 37 CFR §1.311 whichever occurs first, but before payment of the issue. The certification specified in 37 CFR §1.97(e) is made below. The Commissioner hereby is petitioned to consider the Information Disclosure Statement accompanying this submission. Payment for the Petition fee set forth in 37 CFR §1.17(i)(1) accompanies this submission.

_____ The undersigned counsel for applicant(s) hereby certifies each item of information identified in the Information Disclosure Statement was cited in a communication from a foreign Patent Office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement.

_____ The undersigned counsel for applicant(s) hereby certifies that no item of information contained in the Information Disclosure Statement was cited in a communication from a foreign Patent Office in a counterpart foreign application, or to the knowledge of the undersigned, after making reasonable inquiry, was known to any individual designated in 37 CFR §1.56(c) more than three months prior to the filing of the statement.

_____ A check in the amount of $ __ to cover any required fee is enclosed.

__X__ The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Account No.50-0595. *A duplicate of this sheet is enclosed for this purpose.*

By _____ (Reg. No. 35,018)
BRIAN M. MATTSON
Patents + TMS, P.C.
1914 North Milwaukee Avenue
Chicago, Illinois 60647
Telephone: (773) 772-6009

When phoning re this application,
please call (773) 772-6009

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to the Asst. Commissioner for Patents, Washington, D.C. on March 1 2000.

_____ (Reg. No. 35,018)
BRIAN M. MATTSON

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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INFORMATION DISCLOSURE STATEMENT

APPLICANTS: Nyhan et al. ATTY. DOCKET NO.: DYN-99-00

SERIAL NO.: 09/349,650 GROUP ART UNIT: 2736

FILING DATE: July 8, 1999 EXAMINER: NOT ASSIGNED

INVENTION: "SYSTEM AND METHOD FOR EVALUATING AND/OR MONITORING EFFECTIVENESS OF ON-LINE ADVERTISING"

OIPE
MAR 0 8 2000
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JC35

Asst. Commissioner for Patents
Washington, D.C. 20231

SIR:

In accordance with the provisions of 37 CFR §1.56, Applicants request that citation and examination of the reference identified on the attached PTO-1449 form, a copy of which is enclosed herewith, be made during the course of examination of the above-mentioned application for U.S. patent. No fee is due for submission of this statement since a first Office Action on the merits has not been mailed by the Patent Office. If, however, any fees are due and owing in view of this communication, please charge Deposit Account No. 50-0595. ***A duplicate of this sheet is included for this purpose.***

I. SUBMITTED REFERENCES

A. U.S. PATENTS

PATENT NO.	PATENTEE	ISSUE DATE
5,948,061	Merriman et al.	Sep. 7, 1999

II. REMARKS

A copy of the above reference together with form PTO-1449 is submitted herewith.

In view of the foregoing, Applicants submit that all claims of the application are patentably distinguishable over the teaching of

the above reference. Early consideration of the application is, therefore, requested.

Respectfully submitted,

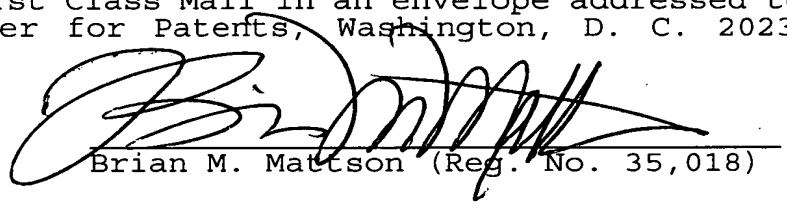


(Reg. No. 35,018)

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ATTORNEY FOR APPLICANTS

CERTIFICATE OF MAILING

I hereby certify that this **INFORMATION DISCLOSURE STATEMENT, PTO-1449 AND REFERENCE** are being deposited with the United States Postal Service as First Class Mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D. C. 20231 on March 1, 2000.



Brian M. Mattson (Reg. No. 35,018)